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## Monthly Giving Why? - Part 3

Jan 30, 2023

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Dear Rick,

So, you've seen the light and now we need to build a strategy that helps your ministry strengthen and grow your monthly giving partners.

In the development world, we tend to call that a Giving Club, a Giving Society, or a Membership Club. Needless to say, you could use many other combinations to label this plan. That doesn't matter as this is mostly an internal term, but make sure your team (and/or board) are familiar with the term you do decide to use

However, there is a critical dimension of why these strategies work, and you must embrace this concept to achieve success. What's the secret sauce? It's special.

### **It's Special is the secret!**

It is special because it has a special name for a special "club" they are invited to join. Note, now we are talking about the public-facing name of the club. Case in point, Club 417.

It is special because it offers a unique chance to have a significant impact.

It is special because the gift level(s) are uniquely tied to be very special impact value accomplishments.

It is special because they will receive special, "insider" information as members of the giving club. Information ONLY club

It would be impossible to try and unpack all of those thoughts, opinions, and facts in one issue of a newsletter.

So I'll just leave it at this. If you want to talk it through, please call. I'd be happy to share my perspective and how I can get here, but I'm fully aware that doesn't mean it is for everyone.

### The Basic Components

1. The Name of the Club - fun, creative, meaningful, but aligned. Think of this as a brand you are creating around this specific strategy. The 417 CLUB!
2. The Monthly Giving levels. In this kind of strategy, I would suggest only 2 level choices along with the famous "other" line.
3. The Value impact for each level. See the sample giving page and how I positioned a \$50 and a \$150/month commitment. You have to make sure your dollar levels and value impact sentences are completely aligned.
4. The Thank you gift. Get creative here. This should not be expensive, but don't come across as cheap, either. Do your best to connect this gift or align it to actual meaning in the ministry dream.
5. The special Club 417 members-only communication. Let's be clear, this is totally doable, and also a monstrous sales pitch. But

members receive.

It is special because they receive a nice thank-you gift upon making their commitment to join the club/society.

What are we saying here?

Straight up, there is a very specific psychology to why this works and it can be mostly wrapped around, we offer them an opportunity to be special.

If you don't like or want to dabble into the psychological aspects of why donors do and don't do what they do, then this strategy is NOT for you. And HEY, that's okay.

I'm all about a Biblical approach and even I have to challenge myself with this thought. Can I put this in place and still be true to what Phil 4:17 teaches me?

I think I can. But you will have to decide for yourself.

everything I said on the landing is and can be true. You just have to make it so with that intent, or you can slide off a slippery slope into the land of manipulation.

That's all there is to it!

[Click here to check out a sample giving page specifically created for a Giving Club strategy.](#)

[Want help creating a Giving Circle?  
Email me and ask!](#)

### **Next Week - Feb 6**

Email Templates to help with retention.

### **Week After - Feb 13**

More Proactive Retention Tips

### **A Few Weeks Later - Feb 24**

**Bloomerang & Multiply 417 present:**  
A Biblical Approach to partner gratitude

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[Please sign up for the Webinar on February 24!](#)

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# MULTIPLY 417

Passion: The Bridge between People and Purpose

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